

IN THE CLAIMS

Kindly amend the claims as follows:

1. (Currently Amended) A method for facilitating an online transaction comprising:
 - providing a web site having an associated database;
 - associating, by the a web site, a user ID with a user;
 - presenting to the user a page, said page including an icon for invoking a ~~purchase process, said process including allowing the user to add an entry in the database;~~
 - clicking on said icon by the user, thereby invoking said ~~purchase~~ process;
 - creating a Transaction ID corresponding to said ~~entry purchase process~~;
 - storing said Transaction ID in said database associated with said web site;
 - associating, by said ~~purchase~~ process:
 - customer information corresponding to said User ID;
 - ~~purchase~~ information corresponding to said Transaction ID;
 - storing said customer and ~~purchase~~ information in said database; and
 - completing said ~~purchase~~ process.
2. (Original) The method of claim 12, wherein said page comprises a mini homepage corresponding to said user.

3. (Original) The method of claim 23, wherein said mini homepage includes customer information corresponding to said user.

4. (Original) The method of claim 3, where said customer information comprises credit card information corresponding to said user.

5. (Original) The method of claim 4, wherein said online transaction is completed using said credit card information.

6. (Cancelled) The method of claim 5, further including the acts of associating, by said purchase service, shipping information corresponding to said User ID, and shipping said items to be purchased to a location corresponding to said shipping information.

7. (Original) The method of claim 3, wherein said information may be updated by said user.

8. (Original) The method of claim 7, wherein said update may only be performed receiving a proper password from said user.

9. (Original) The method of claim 3, wherein said mini homepage includes content predefined by said user.

10. (Original) The method of claim 3, wherein said information includes an email address corresponding to said user.

11. (Cancelled) The method of claim 10, wherein said web site utilizes said email address to identify said user.

12. (Cancelled) The method of claim 11, wherein said password is supplied to said email address at the request of said user.

13. (Currently Amended) An apparatus for facilitating an online transaction comprising:

a web site and an associated database being configured for:

associating a user ID with a user;

presenting to the user a page including an icon for invoking a ~~purchase~~ process, said process including allowing the user to add an entry in the database;

receive a click on said icon by the user;

invoking said ~~purchase~~ process responsive to said click;

creating a Transaction ID corresponding to said ~~purchase~~ process;

storing said Transaction ID in said database associated with said web site;

associating customer information corresponding to said User ID and

~~purchase information corresponding said entry~~ to said Transaction ID;

storing said customer and ~~purchase~~ information in said database; and

completing said ~~purchase~~ process.

14. (Original) The apparatus of claim 13, wherein said page comprises mini homepage corresponding to said user.
15. (Original) The apparatus of claim 14, wherein said mini homepage includes customer information corresponding to said user.
16. (Original) The apparatus of claim 15, where said customer information comprises credit card information corresponding to said user.
17. (Original) The apparatus of claim 16, wherein said online transaction is completed using said credit card information.
18. (Cancelled) The apparatus of claim 17, further including the acts of associating, by said purchase service, shipping information corresponding to said User ID, and shipping said items to be purchased to a location corresponding to said shipping information.
19. (Original) The apparatus of claim 15, wherein said information may be updated by said user.
20. (Original) The apparatus of claim 19, wherein said update may only be performed receiving a proper password from said user.

21. (Original) The apparatus of claim 15, wherein said mini homepage includes content predefined by said user.

22. (Original) The apparatus of claim 21, wherein said information includes an email address corresponding to said user.

23. (Cancelled) The apparatus of claim 22, wherein said web site utilizes said email address to identify said user.

24. (Cancelled) The apparatus of claim 23, wherein said password is supplied to said email address at the request of said user.

25. (Currently Amended) An apparatus for facilitating an online transaction comprising:

web site means for providing network connectivity between said web site means and a user;

database means associated with said web site means;

means for associating a user ID with the user;

means for presenting to the user a page including an icon for invoking a purchase process service for adding an entry to said database means;

means for detecting a click on said icon by the user

means for invoking said purchase process responsive to said click;

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means for creating a Transaction ID corresponding to said entry purchase
~~process items to be purchased;~~

means for storing said Transaction ID in said database associated with said
web site;

means for associating customer information corresponding to said User ID
and ~~purchase information corresponding said entry~~ to said Transaction ID;

means for storing said customer ~~and purchase~~-information in said database;
and

means for completing said ~~purchase~~ process.